

**AMENDMENTS TO THE CLAIMS:**

1-4. (canceled)

5. (withdrawn) The system as recited in claim 16, further comprising at least one store directory which is visible to customers in the shopping area, said store directory listing identifying names of products, with some of the identifying names also having a brand name product representation which is within the scope of the names of the products listed in the directory.

6. (withdrawn) The system as recited in claim 16, wherein there is also at least one display direction sign indicating a direction to a store location or locations and providing identification of the store location or locations by means of a brand name product representation of a brand name product or products that is representative of product or products in that store location or locations.

7. (withdrawn) The system as recited in claim 16, wherein there is at least one store directory which comprises a representation of the shopping area showing various product locations in the shopping area and identifying at least a portion of said product locations by brand name product representations of products to be found at said product locations.

8. (withdrawn) The system as recited in claim 16, wherein there is a plurality of store directories which are representative of the shopping area showing various product locations in the shopping area and identifying at least some of these product locations by brand name product representations of specific products representative of products to be found at that product location, said store directories being printed on a substrate that is portable manually so as to be able to be given as handouts for store information and/or for advertising and/or other purposes in conveying information on the store facility.

9. (canceled)

10. (withdrawn) The system as recited in claim 16, wherein there are category signs at spaced locations along at least some of said aisles displaying brand name product representations which are more specific to product categories at said spaced locations along at least some of said aisles.

11. (withdrawn) The system as recited in claim 10, wherein said at least one aisle of said at least some of said aisles, is an aisle at which frozen products are present and located in freezers cabinets.

12. (withdrawn) The system as recited in claim 10, wherein the products of said store facility also include 'drug store" products, and said category signs are at spaced locations in a section of the shopping area where the drug store related products are located.

13. (withdrawn) The system as recited in claim 16, wherein at least some of said display signs have in addition to the brand name product representations a word or words identifying products and/or categories of products at the related aisle.

14. (withdrawn) The system as recited in claim 13, wherein said store facility has existing display signs at access regions which display a word or words identifying products and/or categories of products at the access region and the display signs with the brand name product representations are in addition to the word or words that are displayed.

15. (withdrawn) The system as recited in claim 16, wherein there are other display signs in the shopping area which display text identifying products and/or product categories, and these are in addition to said display signs with the brand name product representations.

16. (withdrawn) A store facility system which is particularly useful in assisting customers locate products and to obtain greater familiarity of an overall pattern of product location in the store facility, said store facility comprising:

a) a shopping area in which store products are made available to customers in the shopping area;

b) said shopping area being arranged in a plurality of elongate aisles having first and second aisle end portions;

c) a substantial portion of the store products located in the aisles being brand name products which comprise one or more of frozen food products, refrigerated food products, food products which are canned, bottled or packaged food products and drug store products and where said store products are categorized as:

- i) products in a plurality of primary location related product categories with the products in each primary location related product category being in a related primary location area of the shopping area;
- ii) products in each primary location related product category which are in turn classified in a plurality of secondary location related product categories, with the products in each secondary location related product category being in a related secondary location area;
- iii) products in at least some of said secondary location related product categories being in subcategories of a related one of the secondary location related product categories;
- iv) a substantial portion of the products in at least some of the primary location related product categories being brand name products with an overall brand name product appearance including the brand name and any packaging and/or graphic representations;
- d) a substantial portion of products located in each of the aisles being location related to other products in that aisle as common usage related products as generally known by customers in a manner that one usage related product at a particular location in an aisle would indicate a probability of other products that are usage related to said one usage related product would be in that aisle and as a possibility in closer proximity to said one usage related product;
- e) a plurality of display signs, each of which is located in, or proximate to, its related aisle, or positioned so as to be associated with that aisle in a manner that each display sign is visible so that a shopper observing the sign is able to associate the sign with its related aisle and the products within that aisle;
- f) each of said display signs having a plurality of brand name product representations of products which are representative of other usage related products in its related secondary location related product category or categories or subcategory or subcategories in its related aisle, with the brand name product representations that are on the display sign being representative of a greater number of other products in the aisle associated with that display sign, and which are not on the display sign and are generally associated by location with the

brand name product representations that are on the display sign, said brand name product representations on that display sign having an overall brand name appearance including the brand name and any packaging and/or graphic representations, and, with a substantial portion of the brand name product representations on said display sign comprising trademarks which are registered in the U.S. Patent and Trademark Office;

g) the number of brand name product representations in the display signs being at most a relatively small fraction of the number of usage related products in the aisle that is associated with that display sign, with a substantial portion of the brand name product representations on the display sign having a direct relationship to the brand name product which it shows and an indirect relationship as being usage related to other products in that aisle, whether supplied by the same original source or other sources; and

h) the display signs being positioned at a substantial number of said aisles so that a customer in the shopping area would be able to observe the display signs and associate with each display sign and its related aisle the more numerous various usage related products;

whereby a customer is able to observe individual display signs and by observing a much smaller number of brand name product representations on each display sign to be able to obtain location information of not only the products which are the same as the brand name product representations, but also of a substantially greater number of related products which are in that aisle and of which the displayed brand name product representations are representative, and also the customer is able to become more familiar with product locations in the aisles by means of the customer associating the display signs as a memory aid of aisle locations.

17. (currently amended) A combination of a plurality of display signs and a store facility, with the combination being particularly adapted to assist customers to locate products in the store facility and to obtain greater familiarity of an overall pattern of product location in the store facility, said combination comprising:

a) a store facility having a shopping area in which store products are made available to customers in the shopping area, said shopping area being arranged in a plurality of elongate aisles having first and second aisle end portions;

b) a substantial portion of the store products located in the aisles being brand name products which comprise one or more of frozen food products, refrigerated food products, food products which are canned, bottled or packaged food products and drug store products and where said store products are categorized as:

- i) products in a plurality of primary location related product categories with the products in each primary location related product category being in a related primary location area of the shopping area;
- ii) products in each primary location related product category which are in turn classified in a plurality of secondary location related product categories, with the products in each secondary location related product category being in a related secondary location area;
- iii) products in at least some of said secondary location related product categories being in subcategories of a related one of the secondary location related product categories;
- iv) a substantial portion of the products in at least some of the primary location related product categories being brand name products with an overall brand name product appearance including the brand name and any packaging and/or graphic representations;

c) a substantial portion of products located in each of the aisles being location related to other products in that aisle as location related products in a manner that one location related product at a particular location in an aisle would indicate a probability of other products that are location related to said one location related product would be in that aisle and as a possibility in closer proximity to said one location related product;

d) a plurality of display signs, each of which is located in, or proximate to, a related aisle, or positioned so as to be associated with said related aisle in a manner that each display sign is visible so that a shopper observing the sign is able to associate the sign with its related aisle and the products within that aisle;

e) each of said display signs having a plurality of different brand name product representations of products which are representative of other usage location related products in its related secondary location related product category or categories or subcategory or

subcategories in its related aisle, with the brand name product representations that are on the display sign being representative of a greater number of other products which are in the aisle associated with that display sign so as to be present along a substantial length of the aisle, and which are not on the display sign and are generally associated by location with the brand name product representations that are on the display sign, said brand name product representations on that display sign having an overall brand name product appearance including the brand name and any packaging and/or graphic representations and provided in at least one group in proximity or overlapping relationship to one another, and, with a substantial portion of the brand name product representations on said display sign comprising trademarks which are registered in the U.S. Patent and Trademark Office;

f) the number of brand name product representations in the display signs being at most a relatively small fraction of the number of usage location related products in the aisle that is associated with that display sign, with a substantial portion of the brand name product representations on the display sign having a direct relationship to the brand name product which it shows and an indirect relationship as being location related to other products in that aisle; and

g) the display signs being positioned at a substantial number of said aisles so that a customer in the shopping area would be able to observe the display signs and associate with each display sign and its related aisle the more numerous various location related products;

whereby a customer is able to observe individual display signs and by observing a much smaller number of brand name product representations on each display sign to be able to obtain location information of not only the products which are the same as the brand name product representations on the display sign, but also of a substantially greater number of related products which are in that aisle and of which the displayed brand name product representations are representative, and also the customer is able to become more familiar with product locations in the aisles by means of the customer associating the display signs as a memory aid of aisle locations.

18. (previously presented) The combination as recited in claim 17, further comprising at least one store directory which is visible to customers in the shopping area, said store directory listing identifying names of products, with some of the identifying names also

having a brand name product representation which is within the scope of the names of the products listed in the directory.

19. (previously presented) The combination as recited in claim 17, wherein there is also at least one display direction sign indicating a direction to a store location or locations and providing identification of the store location or locations by means of a brand name product representation of a brand name product or products that is representative of product or products in that store location or locations.

20. (previously presented) The combination as recited in claim 17, wherein there is at least one store directory which comprises a representation of the shopping area showing various product locations in the shopping area and identifying at least a portion of said product locations by brand name product representations of products to be found at said product locations.

21. (previously presented) The combination as recited in claim 17, wherein there is a plurality of store directories which are representative of the shopping area showing various product locations in the shopping area and identifying at least some of these product locations by brand name product representations of specific products representative of products to be found at that product location, said store directories being printed on a substrate that is portable manually so as to be able to be given as handouts for store information and/or for advertising and/or other purposes in conveying information on the store facility.

22. (previously presented) The combination as recited in claim 17, wherein there are category signs at spaced locations along at least some of said aisles displaying brand name product representations which are more specific to product categories at said spaced locations along at-least some of said aisles.

23. (previously presented) The combination as recited in claim 22, wherein said at least one aisle of said at least some of said aisles, is an aisle at which frozen products are present and located in freezers cabinets.

24. (previously presented) The combination as recited in claim 23, wherein the products of said store facility also include drug store products, and said category signs are at spaced locations in a section of the shopping area where the drug store related products are located.

25. (previously presented) The combination as recited in claim 17, wherein at least some of said display signs have in addition to the brand name product representations a word or words identifying products and/or categories of products at that related aisle combination.

26. (previously presented) The combination as recited in claim 25, wherein said store facility has existing display signs at access regions which display a word or words identifying products and/or categories of products at the access region and the display signs with the brand name product representations are in addition to the word or words that are displayed.

27. (previously presented) The combination as recited in claim 17, wherein there are other display signs in the shopping area which display text identifying products and/or product categories, and these are in addition to said display signs with the brand name product representations.